

**AMENDMENTS TO THE CLAIMS**

1. (Currently Amended) A method for making a recommendation in a lifestyle recommendation machine, the method comprising:
  - providing a celebrity profile of a celebrity to a user;
  - making a recommendation to the user for an item, service, and/or event based on the celebrity profile; and
  - reporting affirmatively by the profiled celebrity the recommendation to the user through an image of the celebrity while simultaneously displaying the image of the celebrity to create an appearance during the reporting that the celebrity is making ~~the~~ a personal recommendation to the user.
2. (Original) The method of claim 1, wherein the recommendation is a recommendation of television programming.
3. (Cancelled)
4. (Previously Presented) The method of claim 1, wherein the image is a video of the celebrity and the reporting comprises playing accompanying audio which announces the recommendation.
5. (Previously presented) The method of claim 1, wherein the image is a still image of the celebrity.
6. (Previously Presented) The method of claim 5, wherein the reporting further comprises displaying a textual message which announces the recommendation.
7. (Previously Presented) The method of claim 5, wherein the reporting further comprises playing accompanying audio which announces the recommendation.

8. (Currently Amended) A lifestyle recommendation device comprising:  
means for obtaining a celebrity profile of a celebrity from an external source and storing the celebrity profile on the lifestyle recommendation device;  
means for a user selecting the celebrity profile from one or more stored celebrity profiles;  
means for making a recommendation to the user for an item, service, and/or event based on the celebrity profile; and  
reporting means for the lifestyle recommendation device affirmatively announcing by the profiled celebrity the recommendation to the user through an image of the celebrity while simultaneously displaying the image of the celebrity to create an appearance during the reporting that the celebrity is making ~~the~~ a personal recommendation to the user through the lifestyle recommendation device.

9. (Original) The device of claim 8, wherein the lifestyle recommendation device is a television programming storage device.

10. (Cancelled)

11. (Previously Presented) The device of claim 8, wherein the image is a video of the celebrity and the reporting means comprises playing accompanying audio which announces the recommendation.

12. (Previously presented) The device of claim 8, wherein the image is a still image of the celebrity.

13. (Original) The device of claim 12, wherein the reporting means further comprises means for displaying a textual message which announces the recommendation.

14. (Original) The device of claim 12, wherein the reporting means further comprises means for playing accompanying audio which announces the recommendation.

15. (Currently Amended) A program storage device readable by machine, tangibly embodying a program of instructions executable by the machine to perform a method for making a recommendation in a lifestyle recommendation machine, the method comprising:

downloading a celebrity profile of a celebrity from an external source and storing the celebrity profile on the lifestyle recommendation machine;

selecting by a user the celebrity profile from one or more stored celebrity profiles;

making a recommendation to the user for an item, service, and/or event based on the celebrity profile; and

the lifestyle recommendation machine affirmatively reporting by the profiled celebrity the recommendation to the user through an announcement by the celebrity while simultaneously displaying an image of the celebrity to create an appearance that the celebrity is making ~~the a~~ a personal recommendation to the user through the lifestyle recommendation machine.

16. (Currently Amended) A computer program product embodied in a computer-readable medium for making a recommendation in a lifestyle recommendation machine, the computer program product comprising:

computer readable program code means for downloading a celebrity profile of a celebrity from an external source and storing the celebrity profile on the lifestyle recommendation machine;

computer readable program code means for selecting by a user the celebrity profile from one or more stored celebrity profiles;

computer readable program code means for making a recommendation to the user for an item, service, and/or event based on the celebrity profile; and

computer readable program code means for affirmatively reporting by the profiled celebrity the recommendation to the user through a still image of the celebrity while simultaneously displaying the still image of the celebrity to create an appearance that the celebrity is making ~~the~~ a personal recommendation to the user through the lifestyle recommendation machine.

17. (Previously Presented) A method for making a recommendation in a lifestyle recommendation machine, the method comprising:

substituting a user profile based on explicit and/or implicit directions of a user with a profile of a synthetic celebrity or a fictitious character played by a real celebrity;

making a recommendation for an item, service, and/or event based on the profile of the synthetic celebrity or fictitious character; and

affirmatively reporting by the profiled synthetic celebrity or fictitious character the recommendation to the user through the synthetic celebrity or fictitious character to create an appearance during the reporting that the synthetic celebrity or fictitious character is making a personal recommendation to the user.

18. (Previously Presented) The method of claim 17, wherein the substituting comprises downloading the profile of the synthetic celebrity or fictitious character from an external source.

19 – 20. (Cancelled)

21. (Previously Presented) The method of claim 17, further comprising displaying a video of the synthetic celebrity or fictitious character and playing accompanying audio which announces the recommendation.

22. (Previously Presented) The method of claim 17, further comprising displaying a still image of the synthetic celebrity or fictitious character simultaneously with the reporting.

23. (Previously Presented) The method of claim 17, wherein the reporting further comprises displaying a textual message which announces the recommendation.

24. (Previously Presented) The method of claim 17, wherein the reporting further comprises playing accompanying audio which announces the recommendation.

25. (Previously Presented) The method of claim 17, wherein the reporting is performed by the lifestyle recommendation machine through an image of the celebrity while simultaneously displaying the image of the celebrity.

26. (Previously Presented) The method of claim 25, wherein the image of the celebrity is a still image.